What is claimed is:

1. A data broadcast apparatus for repeatedly broadcasting broadcast data using a carousel method, to a reception apparatus which stores the broadcast data into a memory and reproduces the broadcast data stored in the memory, comprising:

storing means for storing first broadcast data and second broadcast data;

detecting means for detecting a reproduction stop event which prohibits the reception apparatus from reproducing the first broadcast data;

broadcasting means for (a) repeatedly broadcasting the first broadcast data and the second broadcast data stored in the storing means, and (b) stopping the broadcast of the first broadcast data when the detecting means detects the reproduction stop event; and

instructing means for having the broadcasting means broadcast a switch instruction, the switch instruction instructing the reception apparatus to stop reproducing the first broadcast data and start reproducing the second broadcast data when the broadcast of the first broadcast data is stopped.

2. The data broadcast apparatus of Claim 1,

wherein the switch instruction instructs the reception apparatus to stop reproducing the first broadcast data and start reproducing the second broadcast

data upon receiving the switch instruction, and

the instructing means has the broadcasting means broadcast the switch instruction when the detecting means detects the reproduction stop event, so that the reception apparatus will stop reproducing the first broadcast data and start reproducing the second broadcast data upon receiving the switch instruction.

3. The data broadcast apparatus of Claim 2,

wherein the switch instruction is broadcast as an event message or a module that has a specific identifier.

4. The data broadcast apparatus of Claim 1,

wherein the broadcasting means starts broadcasting an empty carousel corresponding to the first broadcast data when the detecting means detects the reproduction stop event,

the switch instruction instructs the reception apparatus to stop reproducing the first broadcast data and start reproducing the second broadcast data upon starting to receive the empty carousel, and

the instructing means has the broadcasting means broadcast the switch instruction before the detecting means detects the reproduction stop event, so that the reception apparatus will stop reproducing the first broadcast data and start reproducing the second broadcast data upon starting to receive the empty carousel.

5. The data broadcast apparatus of Claim 1,

wherein the switch instruction instructs the reception apparatus to stop reproducing the first broadcast data and start reproducing the second broadcast data upon detecting that the reception apparatus no longer receives the first broadcast data, and

the instructing means has the broadcasting means broadcast the switch instruction before the detecting means detects the reproduction stop event, so that the reception apparatus will stop reproducing the first broadcast data and start reproducing the second broadcast data upon detecting that the reception apparatus no longer receives the first broadcast data.

6. The data broadcast apparatus of Claim 1,

wherein after detecting the reproduction stop event, the detecting means detects a reproduction resume event which permits the reception apparatus to reproduce the first broadcast data,

the broadcasting means resumes broadcasting the first broadcast data when the detecting means detects the reproduction resume event, and

the instructing means has the broadcasting means broadcast a return instruction, the return instruction instructing the reception apparatus to stop reproducing the second broadcast data and resume reproducing the first

broadcast data when the broadcast of the first broadcast data is resumed.

7. The data broadcast apparatus of Claim 6,

wherein the return instruction instructs the reception apparatus to stop reproducing the second broadcast data and resume reproducing the first broadcast data upon receiving the return instruction, and

the instructing means has the broadcasting means broadcast the return instruction by attaching the return instruction to the second broadcast data when the detecting means detects the reproduction resume event, so that the reception apparatus will stop reproducing the second broadcast data and resume reproducing the first broadcast data upon receiving the return instruction.

8. The data broadcast apparatus of Claim 7,

wherein the return instruction is broadcast as an event message or a module that has a specific identifier.

9. The data broadcast apparatus of Claim 6,

wherein the broadcasting means starts broadcasting an empty carousel corresponding to the first broadcast data when the detecting means detects the reproduction stop event, and stops broadcasting the empty carousel when the detecting means detects the reproduction resume event,

the return instruction instructs the reception

apparatus to stop reproducing the second broadcast data and resume reproducing the first broadcast data upon stopping receiving the empty carousel, and

the instructing means has the broadcasting means broadcast the return instruction before the detecting means detects the reproduction resume event, so that the reception apparatus will stop reproducing the second broadcast data and resume reproducing the first broadcast data upon stopping receiving the empty carousel.

10. The data broadcast apparatus of Claim 6,

wherein the return instruction instructs the reception apparatus to stop reproducing the second broadcast data and resume reproducing the first broadcast data upon detecting that the reception apparatus resumes receiving the first broadcast data, and

the instructing means has the broadcasting means broadcast the return instruction before the detecting means detects the reproduction resume event, so that the reception apparatus will stop reproducing the second broadcast data and resume reproducing the first broadcast data upon detecting that the reception apparatus resumes receiving the first broadcast data.

11. A data broadcast apparatus for repeatedly broadcasting broadcast data using a carousel method, to a reception apparatus which stores the broadcast data into

a memory and reproduces the broadcast data stored in the memory, comprising:

storing means for storing first broadcast data and second broadcast data;

detecting means for detecting a reproduction stop event which prohibits the reception apparatus from reproducing the first broadcast data;

broadcasting means for (a) repeatedly broadcasting the first broadcast data and the second broadcast data stored in the storing means, and (b) stopping the broadcast of the first broadcast data when the detecting means detects the reproduction stop event; and

instructing means for having the broadcasting means broadcast a disable instruction, the disable instruction instructing the reception apparatus to refrain from switching reproduction from the second broadcast data to the first broadcast data when the broadcast of the first broadcast data is stopped.

12. The data broadcast apparatus of Claim 11,

wherein the disable instruction instructs the reception apparatus to refrain from switching the reproduction from the second broadcast data to the first broadcast data upon receiving the disable instruction, and

the instructing means has the broadcasting means broadcast the disable instruction when the detecting means detects the reproduction stop event, so that the reception

apparatus will refrain from switching the reproduction from the second broadcast data to the first broadcast data upon receiving the disable instruction.

13. The data broadcast apparatus of Claim 12,

wherein the disable instruction is broadcast as an event message or a module that has a specific identifier.

14. The data broadcast apparatus of Claim 11,

wherein the broadcasting means starts broadcasting an empty carousel corresponding to the first broadcast data when the detecting means detects the reproduction stop event,

the disable instruction instructs the reception apparatus to refrain from switching the reproduction from the second broadcast data to the first broadcast data upon starting to receive the empty carousel, and

the instructing means has the broadcasting means broadcast the disable instruction before the detecting means detects the reproduction stop event, so that the reception apparatus will refrain from switching the reproduction from the second broadcast data to the first broadcast data upon starting to receive the empty carousel.

15. The data broadcast apparatus of Claim 11,

wherein the disable instruction instructs the reception apparatus to refrain from switching the

reproduction from the second broadcast data to the first broadcast data upon detecting that the reception apparatus no longer receives the first broadcast data, and

the instructing means has the broadcasting means broadcast the disable instruction before the detecting means detects the reproduction stop event, so that the reception apparatus will refrain from switching the reproduction from the second broadcast data to the first broadcast data upon detecting that the reception apparatus no longer receives the first broadcast data.

16. A data broadcast apparatus for continuously broadcasting program data, and repeatedly broadcasting additional data using a carousel method, to a reception apparatus which stores the additional data into a memory and reproduces the additional data stored in the memory, comprising:

storing means for storing scheduled program data which is scheduled to be broadcast, related additional data which relates to the scheduled program data, and unrelated additional data which does not relate to the scheduled program data;

acquiring means for acquiring priority program data which has a higher priority than the scheduled program data;

broadcasting means for (a) continuously broadcasting the scheduled program data stored in the storing means, (b) repeatedly broadcasting the related additional data

and the unrelated additional data stored in the storing means, and (c) stopping the broadcast of the scheduled program data and starting broadcasting the priority program data when the acquiring means acquires the priority program data; and

instructing means for having the broadcasting means broadcast a switch instruction, the switch instruction instructing the reception apparatus to stop reproducing the related additional data and start reproducing the unrelated additional data when the broadcast of the scheduled program data is stopped.

17. The data broadcast apparatus of Claim 16,

wherein the switch instruction instructs the reception apparatus to stop reproducing the related additional data and start reproducing the unrelated additional data upon receiving the switch instruction, and

the instructing means has the broadcasting means broadcast the switch instruction when the acquiring means acquires the priority program data, so that the reception apparatus will stop reproducing the related additional data and start reproducing the unrelated additional data upon receiving the switch instruction.

18. The data broadcast apparatus of Claim 17,

wherein the switch instruction is broadcast as an event message or a module that has a specific identifier.

19. The data broadcast apparatus of Claim 16,

wherein the broadcasting means stops broadcasting the related additional data and starts broadcasting an empty carousel corresponding to the related additional data, when the acquiring means acquires the priority program data,

the switch instruction instructs the reception apparatus to stop reproducing the related additional data and start reproducing the unrelated additional data upon starting to receive the empty carousel, and

the instructing means has the broadcasting means broadcast the switch instruction before the acquiring means acquires the priority program data, so that the reception apparatus will stop reproducing the related additional data and start reproducing the unrelated additional data upon starting to receive the empty carousel.

20. The data broadcast apparatus of Claim 16,

wherein the broadcasting means stops broadcasting the related additional data when the acquiring means acquires the priority program data,

the switch instruction instructs the reception apparatus to stop reproducing the related additional data and start reproducing the unrelated additional data upon detecting that the reception apparatus no longer receives

the related additional data, and

the instructing means has the broadcasting means broadcast the switch instruction before the acquiring means acquires the priority program data, so that the reception apparatus will stop reproducing the related additional data and start reproducing the unrelated additional data upon detecting that the reception apparatus no longer receives the related additional data.

21. The data broadcast apparatus of Claim 16,

wherein the broadcasting means resumes broadcasting the scheduled program data when the broadcast of the priority program data ends, and

the instructing means has the broadcasting means broadcast a return instruction, the return instruction instructing the reception apparatus to stop reproducing the unrelated additional data and resume reproducing the related additional data when the broadcast of the priority program data ends.

22. The data broadcast apparatus of Claim 21,

wherein the return instruction instructs the reception apparatus to stop reproducing the unrelated additional data and resume reproducing the related additional data upon receiving the return instruction, and

the instructing means has the broadcasting means broadcast the return instruction by attaching the return

instruction to the unrelated additional data when the broadcast of the priority program data ends, so that the reception apparatus will stop reproducing the unrelated additional data and resume reproducing the related additional data upon receiving the return instruction.

23. The data broadcast apparatus of Claim 22,

wherein the return instruction is broadcast as an event message or a module that has a specific identifier.

24. The data broadcast apparatus of Claim 21,

wherein the broadcasting means stops broadcasting the related additional data and starts broadcasting an empty carousel corresponding to the related additional data when the acquiring means acquires the priority program data, and stops broadcasting the empty carousel and resumes broadcasting the related additional data when the broadcast of the priority program data ends,

the return instruction instructs the reception apparatus to stop reproducing the unrelated additional data and resume reproducing the related additional data upon stopping receiving the empty carousel, and

the instructing means has the broadcasting means broadcast the return instruction before the broadcast of the priority program data ends, so that the reception apparatus will stop reproducing the unrelated additional data and resume reproducing the related additional data

upon stopping receiving the empty carousel.

25. The data broadcast apparatus of Claim 21,

wherein the broadcasting means stops broadcasting the related additional data when the acquiring means acquires the priority program data, and resumes broadcasting the related additional data when the broadcast of the priority program data ends,

the return instruction instructs the reception apparatus to stop reproducing the unrelated additional data and resume reproducing the related additional data upon detecting that the reception apparatus resumes receiving the related additional data, and

the instructing means has the broadcasting means broadcast the return instruction before the broadcast of the priority program data ends, so that the reception apparatus will stop reproducing the unrelated additional data and resume reproducing the related additional data upon detecting that the reception apparatus resumes receiving the related additional data.

26. A data broadcast apparatus for continuously broadcasting program data, and repeatedly broadcasting additional data using a carousel method, to a reception apparatus which stores the additional data into a memory and reproduces the additional data stored in the memory, comprising:

storing means for storing scheduled program data which is scheduled to be broadcast, related additional data which relates to the scheduled program data, and unrelated additional data which does not relate to the scheduled program data;

acquiring means for acquiring priority program data which has a higher priority than the scheduled program data;

broadcasting means for (a) continuously broadcasting the scheduled program data stored in the storing means, (b) repeatedly broadcasting the related additional data and the unrelated additional data stored in the storing means, and (c) stopping the broadcast of the scheduled program data and starting broadcasting the priority program data when the acquiring means acquires the priority program data; and

instructing means for having the broadcasting means broadcast a disable instruction, the disable instruction instructing the reception apparatus to refrain from switching reproduction from the unrelated additional data to the related additional data when the broadcast of the scheduled program data is stopped.

27. The data broadcast apparatus of Claim 26,

wherein the disable instruction instructs the reception apparatus to refrain from switching the reproduction from the unrelated additional data to the related additional data upon receiving the disable

instruction, and

the instructing means has the broadcasting means broadcast the disable instruction when the acquiring means acquires the priority program data, so that the reception apparatus will refrain from switching the reproduction from the unrelated additional data to the related additional data upon receiving the disable instruction.

28. The data broadcast apparatus of Claim 27,

wherein the disable instruction is broadcast as an event message or a module that has a specific identifier.

29. The data broadcast apparatus of Claim 26,

wherein the broadcasting means stops broadcasting the related additional data and starts broadcasting an empty carousel corresponding to the related additional data, when the acquiring means acquires the priority program data,

the disable instruction instructs the reception apparatus to refrain from switching the reproduction from the unrelated additional data to the related additional data upon starting to receive the empty carousel, and

the instructing means has the broadcasting means broadcast the disable instruction before the acquiring means acquires the priority program data, so that the reception apparatus will refrain from switching the reproduction from the unrelated additional data to the

related additional data upon starting to receive the empty carousel.

30. The data broadcast apparatus of Claim 26,

wherein the broadcasting means stops broadcasting the related additional data when the acquiring means acquires the priority program data,

the disable instruction instructs the reception apparatus to refrain from switching the reproduction from the unrelated additional data to the related additional data upon detecting that the reception apparatus no longer receives the related additional data, and

the instructing means has the broadcasting means broadcast the disable instruction before the acquiring means acquires the priority program data, so that the reception apparatus will refrain from switching the reproduction from the unrelated additional data to the related additional upon detecting that the reception apparatus no longer receives the related additional data.

31. A computer program embodied on a computer readable medium for use with a computer and a storing device, for repeatedly broadcasting broadcast data using a carousel method to a reception apparatus which stores the broadcast data into a memory and reproduces the broadcast data stored in the memory, wherein the storing device stores first broadcast data and second broadcast data, the computer

program comprising:

a detecting step for detecting a reproduction stop event which prohibits the reception apparatus from reproducing the first broadcast data;

a broadcasting step for (a) repeatedly broadcasting the first broadcast data and the second broadcast data stored in the storing device, and (b) stopping the broadcast of the first broadcast data when the detecting step detects the reproduction stop event; and

an instructing step for broadcasting a switch instruction, the switch instruction instructing the reception apparatus to stop reproducing the first broadcast data and start reproducing the second broadcast data when the broadcast of the first broadcast data is stopped.

32. The computer program of Claim 31,

wherein after detecting the reproduction stop event, the detecting step detects a reproduction resume event which permits the reception apparatus to reproduce the first broadcast data,

the broadcasting step resumes broadcasting the first broadcast data when the detecting step detects the reproduction resume event, and

the instructing step broadcasts a return instruction, the return instruction instructing the reception apparatus to stop reproducing the second broadcast data and resume reproducing the first broadcast data when the broadcast

of the first broadcast data is resumed.

33. A computer program embodied on a computer readable medium for use with a computer and a storing device, for repeatedly broadcasting broadcast data using a carousel method to a reception apparatus which stores the broadcast data into a memory and reproduces the broadcast data stored in the memory, wherein the storing device stores first broadcast data and second broadcast data, the computer program comprising:

a detecting step for detecting a reproduction stop event which prohibits the reception apparatus from reproducing the first broadcast data;

a broadcasting step for (a) repeatedly broadcasting the first broadcast data and the second broadcast data stored in the storing device, and (b) stopping the broadcast of the first broadcast data when the detecting step detects the reproduction stop event; and

an instructing step for broadcasting a disable instruction, the disable instruction instructing the reception apparatus to refrain from switching reproduction from the second broadcast data to the first broadcast data when the broadcast of the first broadcast data is stopped.

34. A computer program embodied on a computer readable medium for use with a computer and a storing device, for continuously broadcasting program data, and repeatedly

broadcasting additional data using a carousel method, to a reception apparatus which stores the additional data into a memory and reproduces the additional data stored in the memory, wherein the storing device stores scheduled program data which is scheduled to be broadcast, related additional data which relates to the scheduled program data, and unrelated additional data which does not relate to the scheduled program data, the computer program comprising:

an acquiring step for acquiring priority program data which has a higher priority than the scheduled program data;

a broadcasting step for (a) continuously broadcasting the scheduled program data stored in the storing device, (b) repeatedly broadcasting the related additional data and the unrelated additional data stored in the storing device, and (c) stopping the broadcast of the scheduled program data and starting broadcasting the priority program data when the acquiring step acquires the priority program data; and

an instructing step for broadcasting a switch instruction, the switch instruction instructing the reception apparatus to stop reproducing the related additional data and start reproducing the unrelated additional data when the broadcast of the scheduled program data is stopped.

35. The computer program of Claim 34,

wherein the broadcasting step resumes broadcasting

the scheduled program data when the broadcast of the priority program data ends, and

the instructing step broadcasts a return instruction, the return instruction instructing the reception apparatus to stop reproducing the unrelated additional data and resume reproducing the related additional data when the broadcast of the priority program data ends.

36. A computer program embodied on a computer readable medium for use with a computer and a storing device, for continuously broadcasting program data, and repeatedly broadcasting additional data using a carousel method, to a reception apparatus which stores the additional data into a memory and reproduces the additional data stored in the memory, wherein the storing device stores scheduled program data which is scheduled to be broadcast, related additional data which relates to the scheduled program data, and unrelated additional data which does not relate to the scheduled program data, the computer program comprising:

an acquiring step for acquiring priority program data which has a higher priority than the scheduled program data;

a broadcasting step for (a) continuously broadcasting the scheduled program data stored in the storing device, (b) repeatedly broadcasting the related additional data and the unrelated additional data stored in the storing device, and (c) stopping the broadcast of the scheduled program data and starting broadcasting the priority

program data when the acquiring step acquires the priority program data; and

an instructing step for broadcasting a disable instruction, the disable instruction instructing the reception apparatus to refrain from switching reproduction from the unrelated additional data to the related additional data when the broadcast of the scheduled program data is stopped.

37. A data broadcast method used in a data broadcast apparatus equipped with a storing device, for repeatedly broadcasting broadcast data using a carousel method to a reception apparatus which stores the broadcast data into a memory and reproduces the broadcast data stored in the memory, wherein the storing device stores first broadcast data and second broadcast data, the data broadcast method comprising:

a detecting step for detecting a reproduction stop event which prohibits the reception apparatus from reproducing the first broadcast data;

a broadcasting step for (a) repeatedly broadcasting the first broadcast data and the second broadcast data stored in the storing device, and (b) stopping the broadcast of the first broadcast data when the detecting step detects the reproduction stop event; and

an instructing step for broadcasting a switch instruction, the switch instruction instructing the

reception apparatus to stop reproducing the first broadcast data and start reproducing the second broadcast data when the broadcast of the first broadcast data is stopped.

38. The data broadcast method of Claim 37,

wherein after detecting the reproduction stop event, the detecting step detects a reproduction resume event which permits the reception apparatus to reproduce the first broadcast data,

the broadcasting step resumes broadcasting the first broadcast data when the detecting step detects the reproduction resume event, and

the instructing step broadcasts a return instruction, the return instruction instructing the reception apparatus to stop reproducing the second broadcast data and resume reproducing the first broadcast data when the broadcast of the first broadcast data is resumed.

39. A data broadcast method used in a data broadcast apparatus equipped with a storing device, for repeatedly broadcasting broadcast data using a carousel method to a reception apparatus which stores the broadcast data into a memory and reproduces the broadcast data stored in the memory, wherein the storing device stores first broadcast data and second broadcast data, the data broadcast method comprising:

a detecting step for detecting a reproduction stop

event which prohibits the reception apparatus from reproducing the first broadcast data;

a broadcasting step for (a) repeatedly broadcasting the first broadcast data and the second broadcast data stored in the storing device, and (b) stopping the broadcast of the first broadcast data when the detecting step detects the reproduction stop event; and

an instructing step for broadcasting a disable instruction, the disable instruction instructing the reception apparatus to refrain from switching reproduction from the second broadcast data to the first broadcast data when the broadcast of the first broadcast data is stopped.

40. A data broadcast method used in a data broadcast apparatus equipped with a storing device, for continuously broadcasting program data, and repeatedly broadcasting additional data using a carousel method, to a reception apparatus which stores the additional data into a memory and reproduces the additional data stored in the memory, wherein the storing device stores scheduled program data which is scheduled to be broadcast, related additional data which relates to the scheduled program data, and unrelated additional data which does not relate to the scheduled program data, the data broadcast method comprising:

an acquiring step for acquiring priority program data which has a higher priority than the scheduled program data;

a broadcasting step for (a) continuously broadcasting

the scheduled program data stored in the storing device, (b) repeatedly broadcasting the related additional data and the unrelated additional data stored in the storing device, and (c) stopping the broadcast of the scheduled program data and starting broadcasting the priority program data when the acquiring step acquires the priority program data; and

an instructing step for broadcasting a switch instruction, the switch instruction instructing the reception apparatus to stop reproducing the related additional data and start reproducing the unrelated additional data when the broadcast of the scheduled program data is stopped.

41. The data broadcast method of Claim 40,

wherein the broadcasting step resumes broadcasting the scheduled program data when the broadcast of the priority program data ends, and

the instructing step broadcasts a return instruction, the return instruction instructing the reception apparatus to stop reproducing the unrelated additional data and resume reproducing the related additional data when the broadcast of the priority program data ends.

42. A data broadcast method used in a data broadcast apparatus equipped with a storing device, for continuously broadcasting program data, and repeatedly broadcasting

additional data using a carousel method, to a reception apparatus which stores the additional data into a memory and reproduces the additional data stored in the memory, wherein the storing device stores scheduled program data which is scheduled to be broadcast, related additional data which relates to the scheduled program data, and unrelated additional data which does not relate to the scheduled program data, the data broadcast method comprising:

an acquiring step for acquiring priority program data which has a higher priority than the scheduled program data;

a broadcasting step for (a) continuously broadcasting the scheduled program data stored in the storing device, (b) repeatedly broadcasting the related additional data and the unrelated additional data stored in the storing device, and (c) stopping the broadcast of the scheduled program data and starting broadcasting the priority program data when the acquiring step acquires the priority program data; and

an instructing step for broadcasting a disable instruction, the disable instruction instructing the reception apparatus to refrain from switching reproduction from the unrelated additional data to the related additional data when the broadcast of the scheduled program data is stopped.